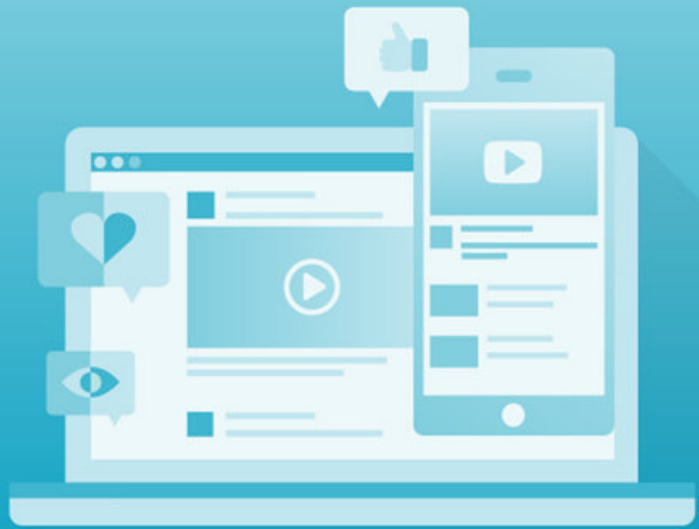


Study proves:  
530% more  
comments on  
Facebook native  
videos



## 530% more comments on Facebook Native Videos

***Main findings: On average higher interactions for Facebook native videos, majority of video posts are Facebook native videos and receive significantly more comments.***

The social media analytics provider quintly published its latest [study](#) in which they analyzed 187,000 Facebook profiles and over 7.5 million Facebook posts in the period of January - July 2017. Main finding of the study is that Facebook's own video format is the predominant video format on the social network with 92% of the analyzed profiles used at least one native video in their campaigns. Another important finding is that Facebook native videos received 530% more comments on average than YouTube videos.

*"The continuous rise of Facebook's native videos didn't stop since our latest study. No other video type is so prevalent on the social network as Facebook's own format. In all of our analyzed sections - be it in terms of shares or comments - it always outperformed the other established video sources like YouTube or Vimeo. This indicates a strong focus by Facebook on their own video format.*

— comments quintly's Digital Communications Manager Nils Herrmann

quintly's study also provides a number of other insights into the use of videos on Facebook. Besides a 477% higher average share rate for Facebook native videos, a 168% higher average interaction rate for Facebook native videos than for YouTube videos was detected. Analyzing this data in-depth can be useful for adapting network related trends in the usage of videos on Facebook and eventually applied to their own Facebook strategy.

These findings can also be seen as how-to-guide for social media marketers. For more information on quintly or a free trial of the social media analytics solution please visit:

<https://www.quintly.com>

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#### ABOUT QUINTLY

quintly is a web-based **social media analytics tool** that helps users track and benchmark their performance against their competitors'. In this way customers can steadily optimize their social media strategy.

quintly was founded in Ennepetal, Germany in early 2011 by the brothers Alexander and Frederik Peiniger and is headquartered in Cologne, Germany now since 2012. Having started off as a duo with the name "AllFacebook Stats" it was renamed later on to "quintly" as more and more networks have been integrated. Now, quintly's clients are able to track Facebook, Twitter, YouTube, Google+, LinkedIn, Instagram and blogs through RSS feeds. The company now employs 25 people in **Germany, Brazil** and the **US**, has users in **183 countries** and serves paying clients in 60 countries. After three years in business, last year quintly expanded internationally and has established its US corporation as well as a sales office in Brazil with its headquarters remaining in Cologne. With an international team quintly strives to share their analytics expertise with their clients and through excellent service help them excel in their social media strategies.

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